



Creating a Social Media Strategy to Engage Black MSM in the Southern United States

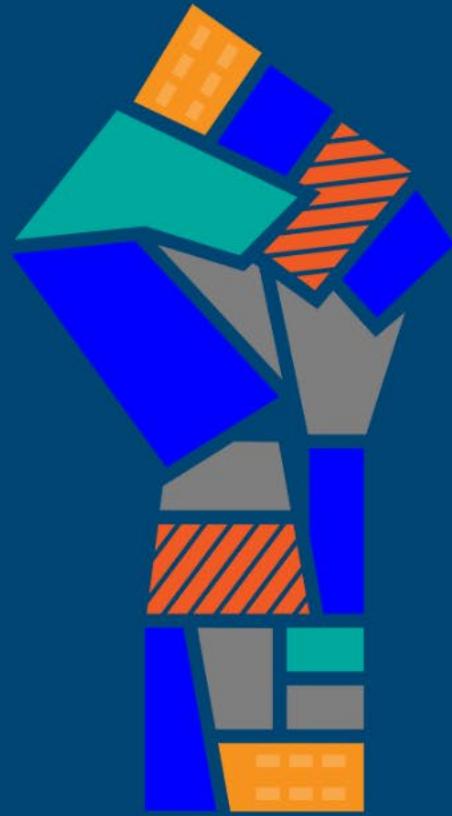
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HPTN 096

**Building
Equity
Through
Advocacy**

Black gay, bisexual, transgender and other men who have sex with men in the southern United States have the highest number of HIV diagnoses than any other group.

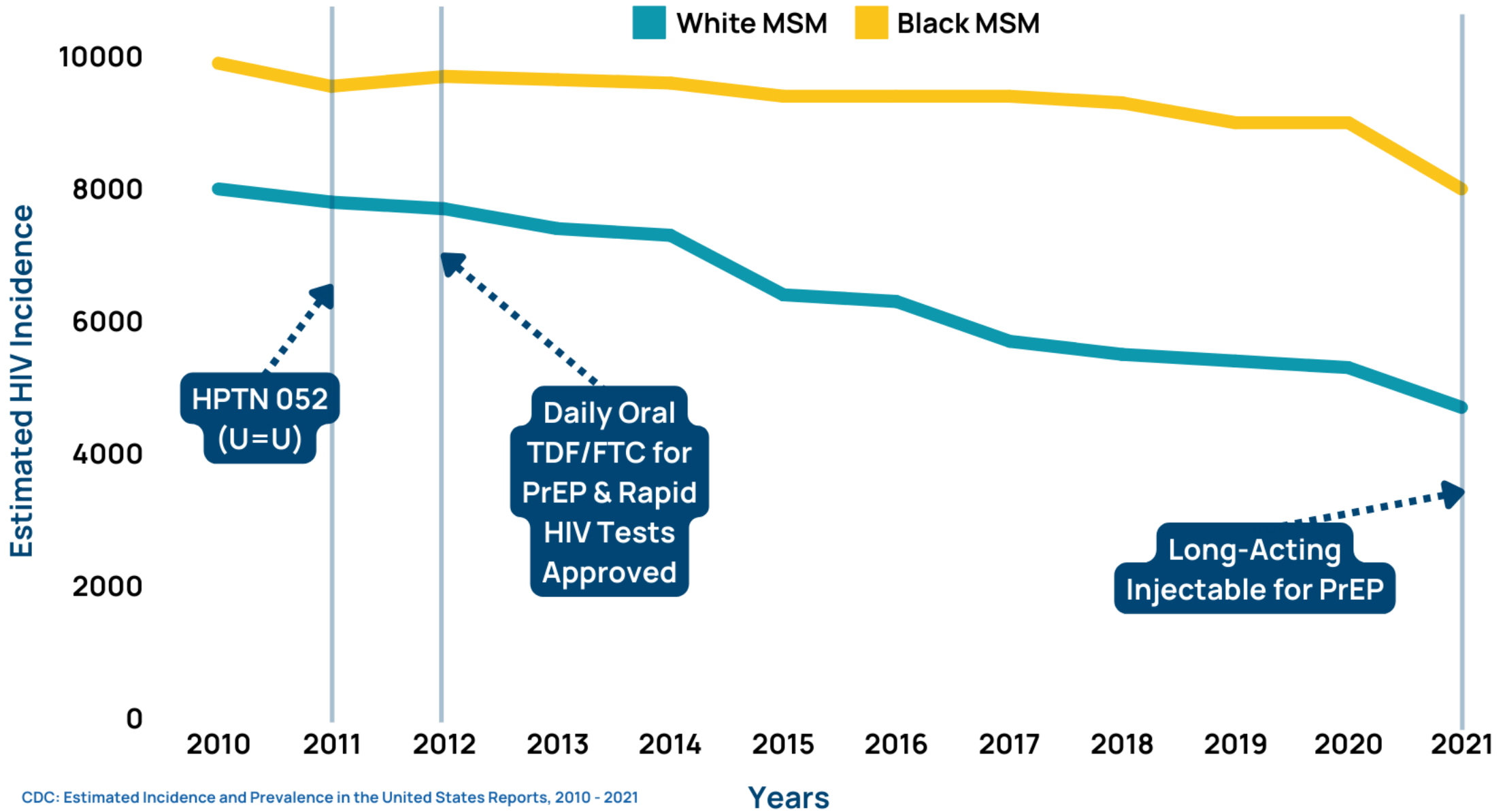
Source: CDC: Diagnosis of HIV Infection in the United States and Dependent Areas, 2021

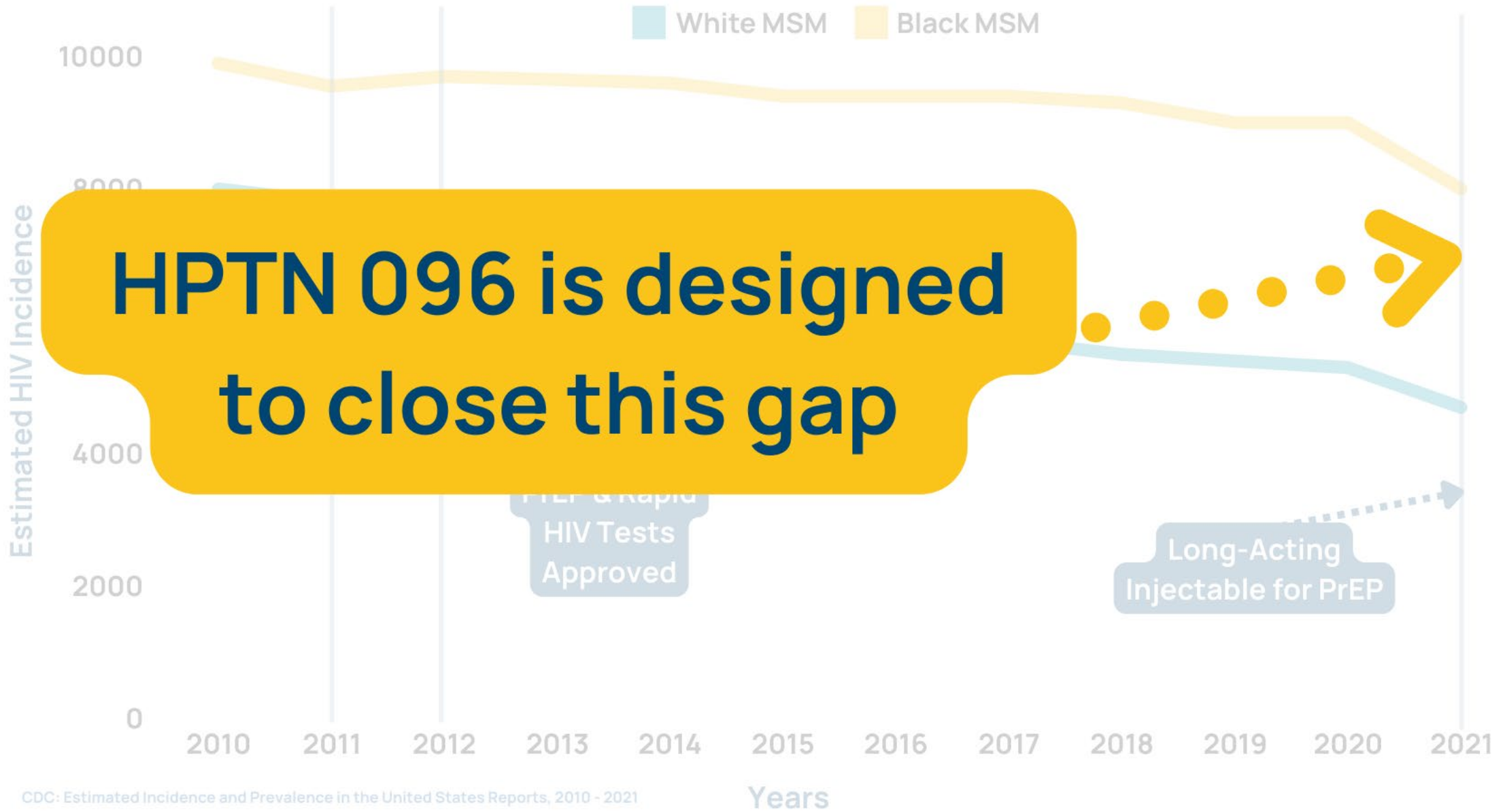


Despite effective biomedical advances, HIV incidence among Black MSM has remained stubbornly high compared to white MSM.

CDC: Estimated Incidence and Prevalence in the United States Reports, 2010 - 2021





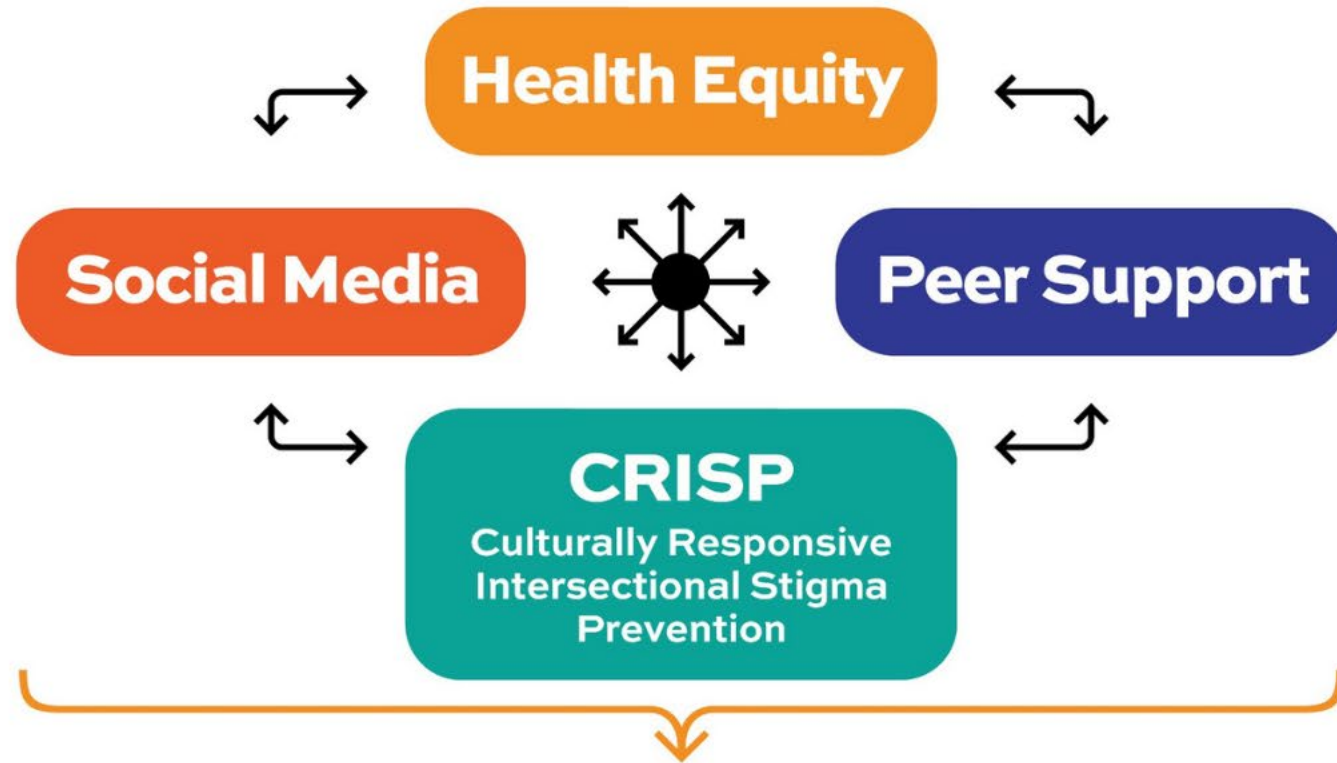




HPTN 096
**Building
Equity
Through
Advocacy**

**Integrated
Strategy**

**CRISP
Facility-
Level
Outcomes**





HPTN 096 Building Equity Through Advocacy Social Media Component

Designed to reach and engage Black MSM in every study community by:

- Educating and empowering Black MSM to make informed decisions and behavioral changes using strategic social media campaigns.
- Collaborating with other organizations to amplify messaging and promote other study components.



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Social Media Component

- Encouraging the use of CRISP healthcare facilities.
- Collaborating with Peer Supporters on content and engagement.
- Synergize with Health Equity Coalition efforts to highlight events, initiatives, and progress.



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Social Media Component

We are addressing multiple audiences. This includes Black men who...

- identify as gay
- are openly gay
- sexual orientation neutral
- are transgender men
- are bisexual men
- identify as heterosexual but have sex with men

Our audience is diverse and falls on a spectrum of HIV-related knowledge and needs.

I'm sexually active.
How can I get
tested to know my
status?

Where can I find a
provider I can trust
to talk about
sexual health?

I'm not out, but is
PrEP right for me?



**ACCESS
HIV SERVICES**

TAKE PREP!

STAY IN CARE!



To move people
where you want,
meet them where
they are.





STRATEGIC
COMMUNICATION
IS ROCKET SCIENCE

*A
KINDA*



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Rocket Fuel for Engaging Communication

Adapted from the Logos Institute
Strategic Communication Checklist



1 **purpose** - define desired outcome

2 **people** - confirm audience

3 **point** - identify change

4 **probe** - analyze audience

5 **prepare** - plan engagement



The point of strategic communication is to make a change in what people...



Do



Feel



Think



Know



1

define desired outcome

What is the **outcome**
your communication
hopes to achieve?



1

define desired outcome

Example:

Increase the amount of new HIV PrEP clients by 25% in six months.



2

confirm
audience

Who participates in your
desired outcome?

In what ways can this
person or group **help you**
achieve this outcome?



2 confirm audience

	direct	indirect	orbit
Who are we likely to reach?	Black MSM 18-25, not living with HIV	Clinicians/Providers	Friends/Family/Peers
How are they related to the outcome?	Can benefit from PrEP	Gatekeeper	Support our desired outcome
What can they do to support the outcome?	Can make an initial PrEP appointment	Can prescribe and promote PrEP	Can encourage our audience

identify change

3

What do you need to **change** in this audience in order to achieve that outcome?



3 identify change



do



feel



think



know

I	Click "Book Appointment"	Ready	Worth it	Cost of Time & Money
II	Complete interest form	Motivated	Not overwhelmed & confidentiality	Someone will read it
III	Come to the appointment	Safe, welcome, comfortable	"This was easy!"	HIV prevention options and how to use them

4

analyze audience

What are their **values**, **fears**, **desires**, or **motivations**?

How does this audience **make decisions**?

Anticipate barriers. What will prevent the audience from changing?



4 analyze audience

VALUES	FEARS	DESIRES	MOTIVATIONS	DECISIONS	BARRIERS
Privacy Authenticity Personal Connection	Being outed or labeled Medical mistrust Treated like a number	Peace of mind Have fun! Treated as an equal	Convenience Self-Improvement Incentives	Perceived Benefit Social Proof Credibility	Cost/Insurance Misinformation Transportation

5

plan engagement

What does the audience need to experience - **to see, hear, and participate in** - to change the way you want?

What is the **most influential message?**



5

prepare engagement

Who is the **most influential messenger**?

What is the most **influential medium**?

What **resources** do you need to achieve this?



1 **purpose**

Increase the number of new PrEP appointments.

2 **people**

Black gay, bisexual, transgender and other MSM 18-25 years old within 10 miles of our clinic.

3 **point**

- I. Click "Book Appointment"
- II. Complete the booking
- III. Attend the appointment

4 **probe**

- Prioritize privacy.
- Disclose cost.
- Use casual, non-medical language.
- Focus on relatable and authentic content.



5 **prepare**

Experience

Message

Medium

Messenger

Resources



5 prepare engagement

MESSAGE

What you do in the bedroom is your business. Let's focus on keeping you healthy. Book a free 20-minute consultation with a PrEP expert in your community today.

MEDIUM

30 second video for social media

MESSENGER

Peer-like figure with medical credibility

RESOURCES

- Graphic Design
- Video editing
- Social media placement
- Spokesperson
- Booking link

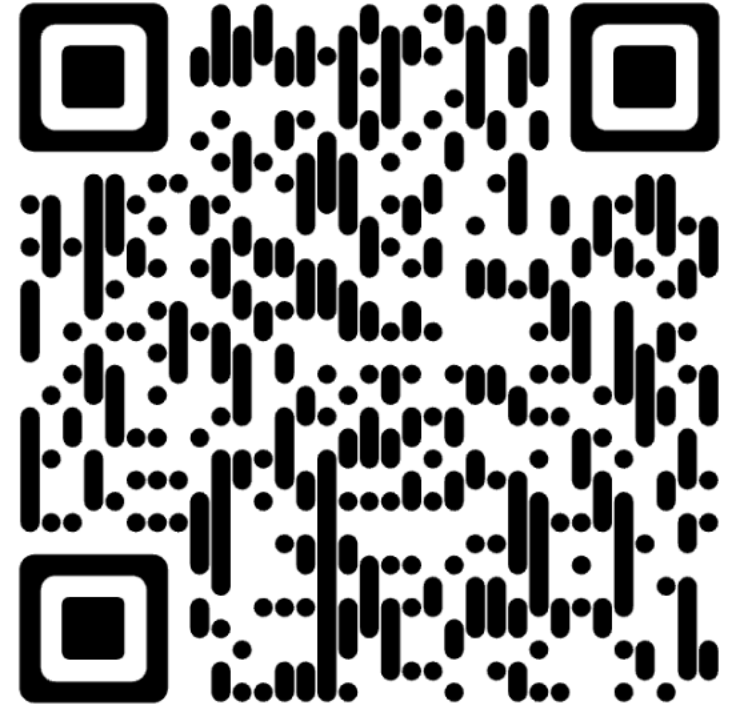
To move people
where you want,
meet them where
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HIV Prevention
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